

Cooperative Southwestern Publicity

From Deming (N. M.) Graphic: "The El Paso Herald's plan for securing publicity for the Rocky Mountain Southwest seems to be a good one, though just the least bit selfish. The flood of travel which will cross this continent in 1915 has the choice of a number of routes. El Paso wishes to come by way of El Paso to San Francisco. Here, then, we have a sameness of interests which will permit union of purpose. El Paso will have the first opportunity to claim investors, so why propose the slogan, 'Take the West States and El Paso Route to San Francisco in 1915.' Here is a better one: 'Take the West States, New Mexico and Arizona route to San Francisco in 1915.'"

"So far as New Mexico is concerned the new slogan is a good one since it has within its borders the most scenic and the most interesting people and its legislators now sit in the oldest capital in the United States. Isn't it a misnomer to call the land of the cliff dwellers and conquistadores 'New Mexico'?"

"If as the Herald maintains the cooperation of the railroads can be secured the success of the enterprise is assured. For the most part Deming has found that it is easier to pay for its own publicity and get just what it pays for, and it is not likely that Deming would enter into an agreement with another city for publicity unless that city would show a disposition to deal fairly. Every community is in competition for settlers and investors and it is hard to make cooperation effective under such conditions. However, under the present circumstances, there is a 'community interest' which can be utilized to the benefit of all concerned if petty differences can be put aside."

THAT is exactly the sort of comment and criticism the El Paso Herald wishes to evoke. It is only by just such discussion and analysis that we can ever hope to get together on the proposition. Your slogan is a mighty good one, Mr. Graphic. Maybe this one is still better:

"Take the West States, Old Mexico, Old Mexico, New Mexico, and Arizona route to San Francisco in 1915."

Yes, leave El Paso out of the slogan. The name of this city will appear more or less in the course of the advertising campaign. And anyhow, as the Graphic suggests, this city is so situated that, in the necessity of things, it will certainly derive benefit and take its toll from every bit of traffic that passes through this Rocky Mountain Southwest in 1915, and this city can well afford to be modest about direct publicity because this city will necessarily be one of the beneficiaries indirectly.

The Herald has already pointed out that Deming's contribution will be but a few hundred dollars a year. That little city has been spending thousands per year. That little city has spent on direct publicity 100 times as much per capita in the last few years as El Paso has been spending. But if say 10 percent of Deming's annual advertising budget could be directed into the general publicity channels suggested for the Rocky Mountain Southwest under the proposed cooperative system, there is no doubt that the few hundred dollars thus invested as part of a fund of \$100,000 yearly would go much further and get much better results than the same amount spent in direct but scattering publicity. El Paso would expect to contribute, on a basis of relative population, \$8000 to \$10,000 per year for two years to the cooperative fund.

In no other way could such splendid results be had as through this method. El Paso should by all means confine herself to this line of cooperative southwestern publicity for the next two years. The main thing is to direct the minds of people, and then their travel, this way. Once in the country, once induced to stop off and get acquainted, the travelers thus reached might be depended on to consider carefully the question of possible location and possible investment—to look about them, in the whole southwestern region, weigh the relative advantages of one section and another, and gradually sift out, so that every southwestern community would receive its share of the returns.

Generally speaking, the Deming Graphic's doubts about fair play and proportionate benefits may be answered this way: The advertising campaign would be directed in a broad sense by a general committee representing the communities and the railroads subscribing to the fund; this general committee would appoint an executive committee; and the executive committee, which would have direct charge of the campaign, would employ the experts of one of the big national advertising agencies to handle the business in detail.

In planning the advertising campaign, the first, central, and last thought would be to direct travel in this direction and divert it from the northern routes. Then care would be taken to give each community and each railroad subscribing, such an amount of specific localized advertising as would be its due in proportion to the amount of its subscription. In some of the advertisements, the general inducements would be described and all the communities and railroads participating in the fund would be named. In other advertisements, the special points in favor of one locality or one railroad would be emphasized. But on the whole, and in the course of each year's campaign, extreme care would be taken to give full recognition to each and every separate community and railroad subscribing to the fund.

This would not be hard to manage. It would be a simple question of apportioning so many dollars of expenditure to so many dollars of contribution; so many inches of space and so many thousands of circulation to each localized notice. This would all be under the control of the general committee.

To set at rest any idea that there is any selfish thought under this scheme, The Herald declares right at the start its hostility to any plan to spend out of this cooperative fund, \$1 in any southwestern newspaper or periodical, or in connection with any southwestern local advertising plan. Any such method would be fatal. The whole fund would be spent in national publications, first in national weeklies and great dailies of general circulation in the states east of Colorado and north of Louisiana, and second in the few Pacific coast magazines of recognized national circulation.

As for the cooperation of the eight southwestern railroads, The Herald feels that it can speak almost with certainty upon this phase of the plan, since it knows the disposition of the railroad traffic men of the southwest and has had informal assurances from certain high sources that the railroads would cooperate most generously on such a plan.

If the southwestern communities will make up a fund of \$50,000 per year for two years to be spent in the manner proposed for general southwestern publicity, the eight railroads will match this \$50,000 dollar for dollar and make it \$100,000.

It is impossible to estimate the tremendous results that would flow to the Rocky Mountain Southwest as the result of such a splendid demonstration of southwestern progressive spirit; but it is certain that the result would be as far ahead of any desultory scattering local campaigning as the 50,000 ton ocean mail steamer is ahead of a flock of rats—in other words, it will get there!

"Take the West States, Old Mexico, New Mexico, and Arizona route to San Francisco in 1915."

fellow who tries so hard to be common that he succeeds in being merely cheap. Wilson is too much of a gentleman, too wise, and too good an American, to try by any grandstand play to demonstrate his modesty or his genuine democracy. The "order of precedence" and the full observance of social custom are the surest ways of keeping the peace and avoiding conspicuous immodesty which is always the chief characteristic of the demagog.

There is no special merit in eating peas with a knife or wearing a flannel shirt to a pink tea.

Where Time Counts

IT is allowing precious hours and days and weeks to go by without positive action, that weakens the central government of Mexico when rebellious movements break out. That was Madero's way, and he paid for hesitation with his life. Any kind of success in Sonora, even temporary, would weaken the hold of the new government throughout the republic, and especially in the north. Any manifestation of backwardness or doubtful policy will destroy the spirit of the army; defeat in battle is not so much to be feared as a general letting down of tension.

Negotiations and conferences and emissaries are all right up to a certain point, then they spell weakness. The rebels of different groups, including former Maderistas, seem to doubt either the good faith or the ability of the Huerta government to make good its general promises. If every discontented group and every disappointed leader are to take up arms against the government, the problem of pacification becomes one for men at arms, rather than one of civil negotiation. The supreme test will come soon.

Washington will do well to watch the news from the border and the northern states of the republic, and not depend too much on the official reports given out at Mexico city. The general situation is certainly much mixed, and Huerta seems to hesitate about sending federal troops into the field against the northern rebels.

Whatever may be done or left undone by the Washington government, it is plain to every observer close to the scene of action, that the Washington government has no warrant to choose between the warring factions and support one while opposing the others openly and covertly. Let neutrality prevail, real neutrality. The United States has no more warrant to offer exceptional privileges to one group than to another. We have tried the "cockeyed neutrality" policy now for a solid year, and it has been a fraud and a failure. Better go back to the established historical interpretation, the view sustained by all precedents of all periods and of all nations, our own included.

The other thing for our own government to remember is henceforth to keep its own counsel, to refrain from thinking out loud, to forbear from making any more false breaks, and to make no more peremptory demands on anybody until it has made up its mind. Better say nothing and do nothing than go around throwing red pepper in trenchy people's eyes who loudly protesting friendship. Moreover it is an old maxim and a good one: "Never draw in fun—the other fellow may not see the joke."

14 Years Ago Today

From The Herald This Date 1899.

J. D. Welch and brother came up from Mexico last night. Miss Sue Greenleaf came in on the P. & T. this morning from Fort Worth. Mrs. C. G. Glean departed over the Texas & Pacific for St. Louis this afternoon.

It was reliably reported that George Curry has been appointed by Governor Otero, of New Mexico, as a special officer to arrest Oliver Lee.

E. L. Lander, who left his position in the paint shop of the G. H., to go to the front with the soldier boys, is again in his old position at this point.

Monday afternoon a very delightful entertainment was given by the sisters of Loretto at Chopin hall. There were nearly a people present.

The benches in the place have recently all been painted. With the approach of the concert season the place is being put in a good condition.

T. B. Nichols, of Las Cruces, has purchased from John F. Mitchell, the railroad expert and railroad subscribing to the fund.

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ABE MARTIN



What's become o' th' ole time consumer that buttered his pie? A full front photograph o' a feller allus makes him look like he was wanted at Milwaukee for embezzlement.

GOOPS

By GLETT BURGESS



Editor El Paso Herald: Again the question has arisen as to whether or not the restricted district of the city has been closed. The district is not closed now, nor was it entirely closed at the time, a few days ago, when we all were rejoicing over the triumph of decency over fifth and vice.

There was a period of three days when the district was closed, and when its sin and degenerates were not flaunted at every passerby, when the district was under the control of the police, and when the streets were clean and the air was pure.

The many and various "signs" that were everywhere along the street demonstrated the righteousness of the various abodes within the district, while convincing to get down the laws, or hoping to get track the tide of public indignation, they have tried to give Broadway the semblance of a business street.

It is a slur on every decent person in the city who follows in decency, the various "signs" that are diversified along the "row."

Yes, old Utah street is again "Broadway" and just how long it will be so, is a question that we trust, the present body of grand jurors will decide for us. We await the verdict, and trust it may be in our favor. A verdict that will restore to the city the respectability and at the same time make grateful the hearts of our women folk, protect our young men and make the city a place where it is a pleasure to live.

A DALLAS MAN'S VIEW.
Dallas, Tex., March 5.
Editor El Paso Herald:
A short time ago while reading one of your issues I came across a little item which amused me very much. It seems that a certain gentleman was seen to have been a person to raise a scandal and because he got under your hide and he pinched and the very truth of his assertions hurt, you turned him down. Now we do not know a thing in the world about this person, but we do know that he most assuredly told the truth.

The fact of the matter is your town needs advertising more than any town in this state. Why, the people over in our section can not tell you whether El Paso is in Texas or in Mexico. The worst feature of your town is that it has the appearance of an overgrown village and is as awkward as a 45 year old boy would be in short pants. Your merchants are not accommodating to the traveler and themselves and if you put any sort of a proposition

Letters to The Herald.

A Short Story.

POOR CERVIL: He had only one arm and nobody knew anything about the accident which robbed him of the other. His explanations had often been contradictory, and it was easy to see that he wanted to hide the truth. It must be admitted that he had his reasons.

It happened three years ago. Cervil was at that time very much in love. Her name was Solange; and she had beautiful hands, a magnificent figure, golden hair and eyes as blue as the sky.

In the hope of pleasing his loved one Cervil had from time to time played the part of different characters, all very much in contrast with his own character. He, who was at heart sentimental and melancholy, had pretended to be jolly and lively, because she loved to laugh. For six months he had played this part, and he had won himself into a veritable cloud with the hope of winning her heart. Suddenly he discovered that she admired courage above all other manly virtues, and especially courage of the nervous kind.

Now Cervil was anything but a hero. On the contrary, he was a coward, a timid, afraid at times even of his own shadow. His timidity had prevented him from taking part in any of the adventures which she had planned with him. He had been a coward, and as soon as there was the slightest sign of a dispute he invariably sneaked away.

But the miracle happened. To please Solange, Cervil suddenly became brave. He took lessons in fencing, provoked quarrels whenever he had a chance, and in six weeks he fought three duels and escaped without as much as a scratch.

After that his reputation was made. He was known as a dare-devil, a fellow who was afraid of nothing, but to whom any danger had a strange charm.

Some time later Cervil performed two more heroic deeds. He stopped a runaway horse at the risk of his own life, and saved three people at a fire.

The newspapers were full of praise for him and one published his portrait. He received a medal for heroism. So he was no longer a coward, but a hero, and he had but one word of praise from her lips than all the medals in the world.

One night they were walking together at the county fair and Solange stopped in front of a tent on which was written in flaming letters: "Marouk and His Fierocious Felines."

On the platform outside, a man was addressing the crowd. He was saying: "Come on, come on, ladies and gents. You'll have to hurry if you don't want to miss seeing the famous Marouk with his felines, panthers, leopards and his lion, Sultan, the terrible Sultan."

"Let us go in," said Solange. He followed her, and he was anxious to fulfill her slightest wish. The performance was almost over. The terrible Sultan had just entered the cage where Marouk was waiting for him.

Cervil looked at Solange. She was pale, strangely pale, and her eyes were staring. He saw a momentary expression of intense admiration, that he had never seen in them before.

Sultan performed many tricks without the slightest sign of disobedience. "There is not a bit of spirit in that lion," said Cervil. "It is as tame as a dog."

She smiled contemptuously and said: "I know you are considered a brave man, but I think you are a coward. I don't think you would enter that cage."

He shrugged his shoulders. "Why don't you do it then," she cried. "I don't think you would enter that cage."

Cervil said nothing. He was thinking. She had dared him. Well, he accepted. His resolution was made. He would enter the lion's cage.

Two days later there was a great sign outside the show tent: "Extraordinary attraction!"

An amateur whose name we are not permitted to make known, but whose initials are M. P. C., had entered the terrible Sultan's cage alone, armed only with a cane. Numerous bets have been made on the result.

That night every seat was sold at double price. The tent was crowded. In front of the cage, and close to Marouk, who was extremely nervous, Solange was sitting.

Suddenly there was a cry: "Cervil entered, a little pale, but smiling. He was dressed in a light suit and carried a slender cane."

A roar of applause. It was a long time since Sultan had roared like that. Cervil grew visibly paler but still he smiled. He entered the cage.

Solange could not help loving him after this proof of his courage, sustained him.

Standing motionless, he suddenly found himself face to face with the king of beasts. Both looked long at each other, and then Solange entered the cage. Sultan intended to be on his best behavior. He went closer to his visitor, rose on his hind legs and placed his paw on Cervil's shoulder. His weight bore him down.

A cry of terror rent the air, but Sultan did not move. He kept on entering at the victim whose shoulder was bruised and bleeding. Looking steadily at the lion, Cervil arose, walked backwards towards the cage, passed into the next cage, and closed the door behind him. He was safe.

"He is quite tame and harmless," said Solange. "He hardly left his lips when he faints. He was taken down by Marouk, whom she later deserted for a boxing champion."

up to them they want to see at least "two for one."

A MIXED RELATIONSHIP.
Editor El Paso Herald:
In Pope county, Ark., a man named Hodge married the daughter of a man named Herring. Herring then married the daughter of Hodge. Can you tell me the relation of the children of the two families. Both families now have children.

W. A. Baker.
The children would be each other's uncles and aunts. Hodge, marrying Herring's daughter, becomes a son-in-law of Herring and the Hodge children become grandchildren of Herring. The children of Herring, who are grandchildren of Hodge, are uncles and aunts of the Herring children.—Editor.

CAN'T CUT LOOSE FROM EL PASO.
Portland, Oregon, March 4.
Editor El Paso Herald:
I have lived in Portland two years now but I do not get my El Paso Herald. I miss you good thing. For many years I lived with you. I like the good old town and the fight you are making to get the city back with the manna of a queen and bunc have cut out a little sketch from the Oregonian, a garbage can with the Huerta lid on.

F. A. Merrill.

Office Filing Is Hard Task

For the 11,000 Presidential Appointments There Are 100,000 Applicants.

By Frederic J. Huskin.

WASHINGTON, D. C., March 8.—To the person who never has had to choose between a dozen rival claimants in the filing of one position, the claims of each urged by men who know how to beg, beseech, and even to demand, the task that confronts a presidential appointing officer seems a job that may not appear so serious. But it is a task that has almost resulted in the ruin of the presidential appointing officer, and has made enemies for others, and has ruffled the temper even of such a placid chief magistrate as William McKinley.

It was a task that tore the Republican party asunder when Garfield became president and received his "coming out" at the hands of Conkling, a task that made innumerable enemies of McKinley, and a task that almost resulted in the ruin of the presidential appointing officer, and has made enemies for others, and has ruffled the temper even of such a placid chief magistrate as William McKinley.

Many Office Seekers This Year.
President Wilson's reputed feeling that the best argument against an appointment, generally speaking, is made by the act of the man seeking it, has not, as might be expected, deterred the office seekers. They have felt that they would be sure to land the job they sought. They have felt that they would be sure to land the job they sought. They have felt that they would be sure to land the job they sought.

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